CCSNH BOARD OF TRUSTEES  
MARKETING AD HOC COMMITTEE  
March 25, 2013

Members present: Kristie Palestino (chair), Alison Stebbins (via phone), Jack Calhoun, Claudie Mahar, Scott Kalicki, and Ron Rioux.

Regrets: Steve Guyer, Ralph Rojas, and Ashley Rennie

Also in attendance: Shannon Reid and Jan Phelps

The meeting was called to order by Chair Kristie Palestino at 1:11 p.m. at NE Delta Dental, 2 Delta Dr., Concord, NH.

1. Marketing Ad Hoc Committee Charge

Chair Palestino welcomed members to the first meeting of this committee.

All were asked to share their thoughts and expectations of this committee. They are as follows

Increased utilization of alumni
How can the Foundation efforts integrate with marketing?
Types of students we entice and how we market to them
What are the college marketing budgets and staffing
Where do we want to go as a committee?
Increased awareness of who we are – System and colleges
How do we use social media?
Have we analyzed the effectiveness of our current marketing; benchmarks, tracking, etc
Do we have a strategic plan for marketing?
What is the best bang for our buck?

Ms. Reid provided some background on marketing since the 2007 rebranding when the system-wide marketing team began working together. After a period of 3-4 years of coordinated marketing, recent efforts have focused more at the individual college level. She noted social media as an example of individual
college effort. CCSNH has, however, recently launched a new System website and sends out a monthly email newsletter.

Ms. Reid noted that the marketing team and Presidents concur on the importance of incorporating measurement, metrics and benchmarking into marketing so that we can use this information in strategic planning and determination of effectiveness. The team also discussed identifying ways to make the student experience more user-friendly.

Mr. Rioux added that we need to provide a good experience for our customers – before and after they become students – customer service. We need to look at ways to be in touch with parents through the school system. In the past, we have focused on students. As we evolve into new areas, we may want to gear some marketing to people who could provide funding support.

2. Future Agenda Topics and Presentations

At the next meeting, Ms. Reid will do a presentation to provide the committee with background on CCSNH/college marketing. At the committee’s request, she will reach out to presidents to obtain college-specific information on budget and staffing for the marketing function. Another question to ask and incorporate into the presentation is to describe the three most effective marketing activities each college currently does.

It was recommended that Ms. Palestino obtain from Chair Holloway his charge and expectations of this committee and report at the next meeting.

3. Other

None

4. Future Meeting Dates

April 29, 9:00  NE Delta Dental

The meeting adjourned at 2:22 p.m.

Respectfully submitted,

Marie Anne Mills
Assistant to the Chancellor